

Final Grant Report for Agency for Healthcare Research and Quality

Title: Health Journalism 2007, National Conference On Health Care Journalism

Principal Investigator: Leonard J. Bruzzese

Organization: Center for Excellence in Health Care Journalism

Grant Period: 3/1/2006 – 6/30/2007

Federal Project Officer: Karen Migdail

Acknowl. of Agency Support: Agency for Health Care Research and Quality

Grant No: 2R13HS016284-02

Abstract

Project Name: Health Journalism 2007, National Conference On Health Care Journalism

Reference: Grant No. 2R13HS016284-02

Grant Period: 3/1/2006 – 6/30/2007

Purpose: The Center for Excellence in Health Care Journalism and its related Association of Health Care Journalists held its Eighth Annual Conference on March 15-18, 2007, at the Hilton Los Angeles/Universal City in Los Angeles to improve the quality of news coverage of health and healthcare, particularly as it relates to the quality of healthcare.

Scope: A total of 461 people attended, and conference proceedings were available to thousands of other journalists, including those members of the Association of Health Care Journalists who were unable to attend.

Methods: We had five general sessions, two workshops, 34 breakout panel sessions, and three field trips. The program included half-day workshops informing and instructing journalists on covering health in a multicultural society and understanding medical studies and statistics. The field trips took groups of journalists to see firsthand robotic surgery, cancer research, a retinal implant demonstration, and the construction site of the “hospital of the future” on the University of California campus. We had 140 outstanding, well-informed speakers, including California Gov. Arnold Schwarzenegger and America Online and Revolution Health Group founder Steve Case.

Results: In post-conference evaluations, 91 percent of surveyed attendees rated all the sessions as 4 or 5 on a 1-5 scale, with 5 being “great.” The survey question “Did you get what you were hoping to from this conference?” scored well with the respondents, earning an average of 4.36. On an even more specific and practical point, the question “How likely are you to use the resources or contacts provided through the conference at some point in your work?” scored even higher – 4.39. Clearly, conference attendees walked away with story ideas and resources and a better understanding of the rapidly changing landscape of healthcare.

Key words: journalists, journalism, health, healthcare, professional development, media, medicine, medical, and communications

Project Name: Health Journalism 2007, National Conference On Health Care Journalism

Reference: Grant No. 2R13HS016284-02

Grant Period: 3/1/2006 – 6/30/2007

Purpose

Each day, millions of Americans watch, read, or listen to news about health and medical topics. The information and images describing health policy debates, medical technology, health-related businesses, diseases, and so on, in the news help shape how Americans view these topics and their own health-related behaviors. Consequently, health advocates, researchers, experts, and journalists should be concerned about the quality of the health and medical information news media convey to the public.

Research examining the content of news coverage supports what many journalists and health experts have reported for years: journalists can do a better job of reporting health and medical topics in a way that meets the goals of media organizations and provides balanced and informative information.

This conference proposed:

- to improve journalists' knowledge and skills in reporting, writing and editing complicated health and healthcare stories;
- to allow journalists to hear firsthand from some key policymakers and researchers;
- to bring together healthcare journalists from various specialized and general interest news outlets to encourage cross-fertilization of ideas, skills, and knowledge about how to better report, write, and edit health stories.

In the past few decades, news media have been an important source of information about health and medical topics, including medical research, health policies, health services, disease prevention, medical technology, and the business of healthcare. For example, the conference helped attendees prepare for emerging healthcare issues as the 2008 presidential election year approached. In another example, sessions in the conference specifically related to understanding studies and statistics, as pharmaceutical companies spend more on advertising prescription drugs.

Large segments of the public rely on television, newspapers, magazines, and the internet for health and medical information. A 1997 national survey, the latest available, shows that 40 percent of the public most often get medical and health news from television programs; 35 percent, from magazines and journals; 16 percent, from newspapers; and two percent, from the internet (National Health Council 1997). The same report reveals that more than half of Americans (58 percent) said that a medical or health news story reported via media led them to change their behavior in some way or take a specific action, such as seeing their doctor, changing the way they eat, modifying their exercise habits, or getting some kind of medical treatment.

As the public's reliance on media for health-related information has increased, so has concern for the quality of this information – from journalists themselves. In a recent survey of 781 journalists conducted by the Center for Advanced Social Research, Missouri School of Journalism, 88 percent of respondents had more than 5 years of journalism experience, but the numbers dropped when the respondents were asked about health reporting specifically. Thirty-six percent report 5 years or fewer of experience in covering health. Within the group with 5 years or fewer of experience, 89 percent had received no specialized training. Overall, 80 percent of the respondents had received no specialized training. Without training, quality of reporting suffers, and, as the stakes rise for accurate and complete healthcare reporting, the need for training to boost those qualities also increases. The conference provided numerous opportunities for training and professional development.

This evidence and the need for quality of media coverage of health and medical topics highlight the need for information that will help reporters improve their understanding of health and medical topics

and, ultimately, lead to more informative and balanced news coverage. That is the ultimate reason for the conference.

Scope

The Association of Health Care Journalists held its Eighth Annual Conference on March 15-18, 2007, at the Hilton Los Angeles/Universal City in Los Angeles. A total of 461 people attended; most of these were reporters, editors, and producers.

We had 140 outstanding, well-informed speakers, including California Gov. Arnold Schwarzenegger; American Online and Revolution Health Group founder Steve Case; Andrew Holtz, MPH, author of the book "The Medical Science of House"; Los Angeles Times reporter Charles Ornstein, who co-authored an investigative series on a trouble hospital that received a 2005 Pulitzer Prize; and Karl Stark, journalist from The Philadelphia Inquirer and co-author of "Covering the Quality of Care – a Resource Guide for Journalists." A complete list is included in the conference packet.

We had excellent cooperation and support from the Agency for Healthcare Research and Quality, the Centers for Disease Control and Prevention, Dartmouth Atlas, Veterans Affairs Research and Development Communications, the Henry J. Kaiser Family Foundation, the Commonwealth Fund, Missouri Foundation for Health, University of California-Riverside, The California Wellness Foundation, California HealthCare Foundation, Foundation for Informed Medical Decision Making, Picker Institute, and others.

Results

We believe that we met all our objectives and that the conference was a huge success. Specifically, the objectives of the Eighth Annual Conference were:

- improve journalists' knowledge and skills in reporting, writing, and editing complicated health and healthcare stories;
- allow journalists to hear firsthand from some key policymakers and researchers;
- bring together healthcare journalists from various specialized and general interest news outlets to encourage cross-fertilization of ideas, skills, and knowledge about how to better report, write, and edit health stories.

Objective 1: To improve journalists' knowledge and skills in reporting, writing, and editing complicated health and healthcare stories.

We offered a wide-ranging professional program that included half-day workshops informing and instructing journalists on covering health in a multicultural society and learning how to decipher medical jargon and understand studies and statistics. The breakout sessions included such topics as nursing homes, the new generation of veterans with post-traumatic stress, local hospital finances, HIV and HPV treatment, health as depicted on entertainment TV, patient-centered hospital quality efforts, health IT, and electronic medical records, among others.

We had five general sessions, two workshops, 34 breakout sessions, and three field trips. The 89 attendees who returned evaluation forms gave us high marks. Copies of the survey results and written comments are available on request. Key findings include:

- Every single respondent agreed that the conference met at least some expectations, with 85 percent giving the conference especially high marks in that category.
- 98 percent of the respondents agreed there was at least some likelihood they would use conference ideas or topics for future stories.
- 91 percent agreed that it was highly likely they would use the resources or contacts provided through the conference at some point in their work.

Attendees also gave us valuable feedback on how to make next year's conference even better.

Objective 2: To allow journalists to hear first-hand from some key policymakers and researchers.

We had 140 outstanding, well-informed speakers, including California Gov. Arnold Schwarzenegger; American Online and Revolution Health Group founder Steve Case; and Michael A. Friedman, MD, president and CEO of City of Hope cancer center.

Other speakers with policy or research expertise included Mark D. Smith, MD, MBA, president and chief executive of California HealthCare Foundation; Cindy Mann, JD, research professor, Health Policy Institute, Georgetown University; and Gene Cohen, MD, PhD, Center for Health, Aging and Humanities, George Washington University.

Key journalists speaking included Andrew Holtz, MPH, author of the book "The Medical Science of House"; Los Angeles Times reporter Charles Ornstein, who co-authored an investigative series on a troubled hospital that received a 2005 Pulitzer Prize; and Karl Stark, journalist from The Philadelphia Inquirer and co-author of "Covering the Quality of Care – a Resource Guide for Journalists."

Private interviews took place between sessions as reporters sought to turn stories for upcoming deadlines.

Objective 3: To bring together healthcare journalists from various specialized and general interest news outlets to encourage cross-fertilization of ideas, skills, and knowledge about how to better report, write, and edit health stories.

Another substantial benefit for journalists attending the Eighth Annual Conference are the receptions and casual hallway conversations, allowing attendees to meet peers for the first time or renew conversations with longtime colleagues. We believe promoting collegiality among healthcare journalists is important, because it will help them develop a stronger commitment to the beat and a network they can turn to for support. As one attendee put it: "This was my first AHCJ conference. I ... enjoyed the chance to bond with other journalists, and begin constructing a wider network of colleagues for myself."

Membership in the Association grew by 10 percent, to 1,015, between March 2006 and March 2007. Much of that growth can be attributed to the conference. In addition, a dozen health journalists volunteered to help plan the conference program, and a board of directors – made up of member volunteers – helped in setting conference and development plans.

The conference drew national attention, with various attendees writing stories based on sessions they attended. We know that news stories generated by the conference appeared in the *Los Angeles Times*, MarketWatch from Dow Jones, and the Reuters news service, among others. Because attendees gave the conference such high ratings, we believe we established that the Association put on a high-quality conference. Several examples are enclosed.

Dissemination

The proceedings from the conference sessions have been posted on our website www.healthjournalism.org. Some speakers submitted their slide presentations so that we could append those to our website. We conducted some video and audio taping this year as well. We e-mailed a conference program and a list of the conference speakers to AHCJ members who didn't

attend the conference and suggested they check the website. Although we had created CD-ROMs in the past, we now find the web suitable for disseminating speaker handouts, PowerPoint presentations, and edited videos of conference sessions.

Significance of the project's accomplishments

The conference sessions, sources, and reporting guide handouts strengthened the knowledge and skills of journalists who disseminate information to the public. Instruction on how to pursue specific story ideas and health data allowed reporters to return to their communities and quickly produce important news stories that can lead to improved localized health activity.

Informing the work of healthcare journalists and giving them a base of support and a network increases the public's access to accurate and helpful information and news about health and healthcare. Here are comments from three attendees from the evaluation form:

"I thought the conference was outstanding. I learned lots of new information and met many journalists with whom I will remain in contact and see at future meetings. The exhibit hall was very well done. I took home a boxload of materials I got from the various exhibitors. I will use much of it for reference in my work. I also thought your format was well done."

"Excellent conference. There were so many great...sessions that I had difficulty deciding what to attend! I also enjoyed all the opportunities to socialize with members."

"The best national conference I have attended yet."

Post-grant plans

The Association successfully conducted its Ninth Annual Conference in Washington, DC, March 28-30, 2008, setting a record in attendance, and is planning its Tenth Annual Conference, April 16-19, 2009, in Seattle. We continue to learn from planning and staging our past conferences to help us continually improve the quality of our conferences.

Summary

We believe the conference has informed the work of healthcare journalists as well as giving them a base of support and a network. In turn, this should increase the public's access to accurate and helpful information and news about health and healthcare.

References

- National Health Council. 1997. Americans talk about science and medical news. Available on the web: <http://www.nhcouncil.org/order.htm>.
- Hinnant, Amanda, and Len-Rios, Maria, 2007. Tacit Understandings of Health Literacy: Interview and Survey Research with Health Journalists. Missouri Foundation for Health and the Missouri Health Literacy Enhancement Priority Area Grant.

Simple Search

Training

Select Topic

- < last page
- Advanced Search
- Home
- About AHCJ
- Center for Excellence in Health Care Journalism
- Membership
- Training**
- Resources
- Bookstore
- AHCJ Awards
- Career Development
- Right to Know
- Donate
- Calendar

Training: Conferences

[Home](#) > [Training](#) > [Conferences](#) > Detail

Health Journalism 2007

03/15/07 - 03/18/07 Los Angeles, CA



Annual conference of the Association of Health Care Journalists

More than 400 journalists attended [Health Journalism 2007](#), AHCJ's annual conference produced by the Center for Excellence in Health Care Journalism, gathering story ideas and resources. AOL and Revolution Health founder Steve Case offered the keynote address on Saturday, following the presentation of the 2006 Awards for Excellence in Health Care Journalism. On Friday, California Gov. Arnold Schwarzenegger [spoke about his plan](#) for health care and answered questions. Journalists heard from creators and actors from today's hottest TV health shows, as well as experts in health care policy, top journalists in the field and many others.

The conference included two new workshops; three field trips to witness unique research and clinical work at USC, UCLA and City of Hope; and dozens of classes and panel sessions.

Some highlights:

- In a special Newsmaker Briefing, California Gov. Arnold Schwarzenegger and his health team will discuss health-care policy in California and its implications nationally.
- A conversation with Steve Case, founder of AOL and Revolution Health
- A Hollywood and Health roundtable, with writers and producers from Grey's Anatomy, House and Law & Order: Special Victims Unit; and actors from General Hospital
- Presentation of annual Awards for Excellence in

Resources from the conference

Webcasts and podcasts of some sessions are now available, as well as a slideshow. We will be adding more resources in the coming days and weeks.

<http://www.healthjournalism.org/calendar-detail...?id=6&EventType=1&EventSubType=1&Topic=calendar> (1 of 3) [9/25/2008 12:02:14 PM]

- Health Care Journalism
- Field trips to check out the latest medical research and clinical work at USC, UCLA and City of Hope
 - A special roundtable on stem cell policy and where it's headed
 - News conferences to generate breaking news reports
 - Chances to unwind and network at a poolside opening-night reception at the hotel and a Saturday night reception at Café Tu Tu Tango in nearby CityWalk

Hosts

- USC Health Sciences
- UCLA Health Sciences
- City of Hope
- University of California, Irvine

Sponsors

- KNBC-Los Angeles
- Los Angeles Times
- Kaiser Family Foundation
- Missouri Foundation for Health
- The California Wellness Foundation
- University of California, Riverside
- Western University of Health Sciences
- California HealthCare Foundation
- The Commonwealth Fund
- RTI International
- Foundation for Informed Medical Decision Making
- Picker Institute
- Agency for Healthcare Research and Quality

Area Information

- Conference logistics
- Universal CityWalk
- San Fernando Valley Conference and Visitors Bureau
- Los Angeles Convention and Visitors Bureau

Conference Information

- [Schedule](#)
- [Field trips](#)
- [Conference logistics](#)

Fellowships

- [Fellowships for Ethnic Media](#)
- [Fellowships for Missouri Journalists](#)
- [Fellowships for California Journalists](#)

Exhibitors and Advertising

- [2007 Exhibitors](#)

Conference Hotel

Hilton Los Angeles/Universal City
555 Universal Hollywood Drive
Universal City, CA 91608-1001
Phone: 818-506-2500
1-800-HILTONS

© (c) 2008 AHJC - All rights reserved

[home](#) | [contact us](#) | [privacy policy](#)

Health Journalism 2007 Schedule

Thursday, March 16

9 a.m.	Workshop Covering health in a multicultural society
Noon	Lunch buffet for workshop attendees
12:15 p.m.	Field Trip 1: City of Hope <i>Lunch served at field trip site.</i>
1:30 p.m.	Workshop Medicine 101: Words, numbers and journals
5 p.m.	Newcomer welcome and orientation
5:30 p.m.	Breaking news conference End-of-life care – Racial and ethnic differences
7:30 p.m.	Opening night reception

Friday, March 16

8 a.m.	Breakfast with experts sessions Advances in brain tumor treatment Earlier diagnosis, treatment of autism The Human Epigenome Project Addressing male menopause
8:45 a.m.	Breakfast with experts sessions – encore sessions
8:30 a.m.	Field Trip 2: USC
9:30 a.m.	Are hospitals learning from patient-centered quality efforts?
	What constitutes healthy aging and how to cover it
	Covering kids: Health coverage for low-income children
	What's been learned from rating health stories?
11:10 a.m.	Public health crisis preparation: Following the money
	HIV/AIDS: Universal testing, latest outlook, therapies
	Health IT and electronic medical records
	Tools for covering nursing homes

12:45 p.m.	Hollywood and Health
2:45 p.m.	Newsmaker Briefing - Gov. Arnold Schwarzenegger and his health team discuss health-care policy in California and its implications nationally.
4:15 p.m.	Role of the workplace in disease prevention
	The science of stem cells
	The health of America's minority populations
	New generation of veterans deals with post-traumatic stress
	Behind closed doors I: Covering local hospital finances

Saturday, March 17

8 a.m	Field Trip 3: UCLA
8:30 a.m.	Cosmetic and reconstructive surgery: Avoiding common reporting pitfalls
	Innovations and ethics of reproductive health
	The impact of continued Medicaid cost cutting
	Learning to tap multiple-cause-of-death data
10 a.m.	Global health: Access, money and politics in HIV and HPV treatment
	Curing childhood obesity: Latest research on what works and what doesn't
	Innovations in surgery
	The role of consumer-directed plans in health care reform
	Narrative medical journalism
11:30 a.m.	Annual membership meeting
12:45 p.m.	Awards luncheon - Keynote: Steve Case, Revolution Health Group
3 p.m.	Stem cell policy

4:40 p.m.	Turning your story into a book
	AHCJ award winners talk about their work
	Clearing medical coverage hurdles in all size broadcast markets
	Maintaining public trust: Covering local transplant centers

Sunday, March 18

9:30 a.m.	Freelancing: Minimizing isolation, maximizing networking
	Diabetes as the new global scourge
	Keeping local TV health news accurate – and honest
	Behind closed doors II: Covering local hospital quality
11 a.m.	When information access and privacy law collide
	Latest dangers, latest efforts to combat antibiotic resistance
	Learning to operate in a multimedia environment

- < last page
- Advanced Search
- Home
- About AHCJ
- Center for Excellence in Health Care Journalism
- Membership
- Training
- Resources
- Bookstore
- AHCJ Awards
- Career Development
- Right to Know
- Donate

Calendar

Calendar

[Home](#) > [Calendar](#)

Health Journalism 2007: Resources

Los Angeles, March 15-18

We will be posting [webcasts](#), [podcasts](#), [photos](#), [tip sheets](#), [handouts](#) and other materials on this page over the next few days and weeks. Please keep checking back for more resources from the conference.

SLIDE SHOW - Some scenes from the conference

WEBCAST and PODCASTS

Breaking news conference: End-of-life care - Racial and ethnic differences

[[Podcast](#)]

- Mark D. Smith, president/CEO, California HealthCare Foundation

Covering kids: Health coverage for low-income children

[[Webcast](#) | [Podcast](#)]

- Barbara Lyons, vice president/deputy director, Commission on Medicaid and the Uninsured, Kaiser Family Foundation
- Cindy Mann, research professor, Health Policy Institute of Georgetown University
- Alice Kuo, assistant professor, director, Community Health and Advocacy Training Program, UCLA
- Moderator: Rebecca Adams, senior writer, *CQ Weekly*

Luncheon Roundtable: Hollywood and Health

[[Webcast](#) | [Podcast](#)]

- Neal Baer, M.D., executive producer, *Law & Order: Special Victims Unit*
- Elizabeth Klaviter, director of medical research, *Grey's Anatomy*
- Vicky Rideout, director, Program for the Study of Entertainment Media and Health, Kaiser Family Foundation
- David Foster, M.D., writer for *House, M.D.*
- Jason Thompson, portrays Dr. Patrick Drake on *General Hospital*
- Kimberly McCullough, portrays Dr. Robin Scorpio on *General Hospital*
- Moderator: Andrew Holtz, M.P.H., author of *The Medical Science of House*

Newsmaker Briefing: Gov. Arnold Schwarzenegger and his health team discuss health-care policy in California and its implications nationally.

• Schwarzenegger: [[Webcast](#) | [Podcast](#)]



Host contact information

- [City of Hope](#)
- [USC Health Sciences](#)
- [UCLA Health Sciences](#)
- [Media Relations](#)

From the Association of Health Care Journalists newsletter *HealthBeat*, Spring 2007

Schwarzenegger, Case address record conference crowd

Saying the “time for tinkering and piecemeal fixes is over,” California Gov. Arnold Schwarzenegger told journalists attending Health Journalism 2007 that he plans to fix his state’s “broken” health care system by mandating everyone have insurance. “We know reform efforts of the past failed because they put the entire burden on just government or business. And we know shared responsibility is what works best and is absolutely essential,” Schwarzenegger said at the annual conference of the Association of Health Care Journalists.

“Ideas that may not work on their own, like our individual mandate or guaranteed access, work great together.”

Schwarzenegger’s news briefing was just one highlight of the conference, which drew more than 400 attendees from across the United States and from as far away as Hong Kong and Switzerland.

The March 15-18 conference also featured a question-and-answer session with Steve Case, founder of AOL, and now, Revolution Health; a Hollywood-focused roundtable featuring writers, producers and actors from top health-related television shows; and a luncheon at which the annual Awards for Excellence in Health Care Journalism were awarded.

Journalists attending the conference chose from more than 35

panels and classes on a wide range of health topics.

Special sessions addressed broadcast journalists, freelancers and authors. Specialty workshops, held on the opening day of the conference, offered in-depth information designed to expand health journalists’ skills. One delved into covering health in a multicultural society while the other, “Medicine 101: Words, numbers and journals,” was designed for those new to the beat or those needing a refresher in understanding jargon, studies and statistics.

At an opening-day news conference, Mark D. Smith, president and CEO of the California HealthCare Foundation, released the organization’s latest study on “End-of-life care – Racial and ethnic differences,” that highlighted the wide range of opinion and experience with end-of-life care in the nation’s most populous and diverse state.

Some attendees took advantage of field trips to City of Hope, USC Health Sciences and UCLA Health Sciences to see first-hand some the latest medical research, clinical work and teaching efforts.

At City of Hope, participants learned about tomotherapy, a combination of spiral CT scanning and intensity modulated radiation therapy, and visited the T-cell laboratories, where research being translated into treatments for brain tumors.

People who visited USC Health Sciences saw a demonstration of the retinal implant and visited the surgical skills center and trauma simulator. At UCLA, attendees toured the new Ronald Reagan UCLA Medical Center, billed as the “hospital of the future” with rooms that can be reconfigured as medical technology evolves and other cutting-edge features.

Host organizations this year included the University of California, Irvine; USC Health Sciences; UCLA Health Sciences; and City of Hope. Sponsoring organizations included KNBC-Los Angeles, the Los Angeles Times, Kaiser Family Foundation, Missouri Foundation for Health, The California Wellness Foundation, University of California, Riverside,

Western University of Health Sciences, California HealthCare Foundation, The Commonwealth Fund, RTI International, Foundation for Informed Medical Decision Making, Picker Institute and the Agency for Healthcare Research and Quality.

Articles based on conference events, briefings and resources

FRIDAY SEPTEMBER 26, 2008 Last modified: Wednesday, March 21, 2007 8:38 PM CDT

Diabetes as 'global scourge'

Health Care Journalists conference targets minority health concerns

By [Chris King](#)

of the St. Louis American

LOS ANGELES - Health issues of core concern to African Americans were front and center at the annual meeting of the Association of Health Care Journalists held March 15-18 in Los Angeles.

Diabetes, which disproportionately affects blacks, was declared a "global scourge" in one panel and identified as the next major worldwide health crisis if steps are not taken to combat its onset.



Californians' End-Of-Life Care Differs By Race And Ethnicity
Date Wednesday, March 21 @ 04:20:27

In California, the most populous and diverse state in the country, significant racial and ethnic differences exist at the end of life, according to several reports commissioned by the California HealthCare Foundation (CHCF). These reports — the first in a new series of CHCF-supported projects focusing on end-of-life issues — found significant variations in the expectations, experiences, and decisions of patients and their families in the months preceding death.

"As California's diverse population grows older, ensuring quality care at the end of life for everyone takes on even greater significance," Mark D. Smith, M.D., M.B.A., president and chief executive of CHCF, said

Thursday at the Association of Health Care Journalists conference in Los Angeles. "By supporting research and projects to improve the quality of end-of-life care, CHCF sees an opportunity to help make California a national example of best medical practices and culturally appropriate care."

VITAL SIGNS

Cultural differences affect end-of-life care

Most terminally ill Americans seeking hospice care are white

By [Kristen Gerencher](#), MarketWatch

Last update: 9:27 p.m. EDT April 4, 2007

SAN FRANCISCO (MarketWatch) -- In measuring differences in cradle-to-grave health care between white Americans and minority groups, a big gap arises near the end of life.

When an illness accelerates death's approach, it can be hard for anyone to accept the help of trained hospice workers. But hospice can be especially threatening to racial and ethnic groups who view it as displacing family caregiving or depriving a loved one of aggressive treatments aimed at prolonging life, health-care experts said.

Language barriers and workers who lack cultural sensitivity contribute to mistrust of hospice care, and some of its requirements conflict with patient preferences, according to a report released last month from the California Healthcare Foundation.

Kristen Gerencher is a reporter for MarketWatch in San Francisco.

Californians' End-of-Life Care Differs by Race and Ethnicity

California HealthCare Foundation to Explore Ways to Improve EOL Care, Address Disparities

LOS ANGELES--([BUSINESS WIRE](#))--In California, the most populous and diverse state in the country, significant racial and ethnic differences exist at the end of life, according to several reports commissioned by the California HealthCare Foundation. These reports -- the first in a new series of CHCF-supported projects focusing on end-of-life issues -- found significant variations in the expectations, experiences, and decisions of patients and their families in the months preceding death.

UPI

March 16, 2007 Friday 4:55 PM EST

Study: Minority end-of-life care lacking

DATELINE: LOS ANGELES, March 16

California minority groups are significantly less likely to receive end-of-life care at a hospice, a new U.S. study says.

In 2004, 74 percent of those who died while receiving hospice services were white, while only 4 percent were Asian-American, 6 percent were African-American, and 15 percent were Latino, according to a report released Friday by the California HealthCare Foundation. Hospice care is considered the gold standard in treatment in the last few months of life -- for ...

Deseret News

Schwarzenegger outlines reform plan to fix California's 'broken' health care

By [Lois M. Collins](#)

Deseret Morning News

Published: March 17, 2007

LOS ANGELES — California Gov. Arnold Schwarzenegger told a national gathering of health care journalists Friday that he plans to fix his state's "broken" health care system with a three-pronged health reform plan that could become a model for the nation.

Speaking to the Association of Health Care Journalists, he outlined the plan, which emphasizes wellness and prevention, mandates that everyone have insurance and promises that it will be affordable.



Governator Hearts Health-Care Journos

Posted By [Heather Won Tesoriero](#) On March 19, 2007 @ 10:22 am In [Insurance](#), [Health costs](#) | [Comments Disabled](#)

It's not every day that we get to see an Austrian-born former Mr. Universe, star of "[Conan the Barbarian](#)," and California governor talk about health care. Arnold Schwarzenegger himself addressed the annual meeting of the [Association of Health Care Journalists](#) in Los Angeles late Friday.

We're giving the Governor high marks for charm but low scores on substance. He spent a good portion of his stem-winder saying that he believes he and his team will successfully overhaul the current health-care system in California. His best proof it'll get done: himself.

REUTERS

U.S. health experts help TV docs get facts straight

Fri May 25, 2007 10:21am EDT

By Lisa Richwine

LOS ANGELES, May 25 (Reuters) - That young mother with breast cancer on "Grey's Anatomy" may do more than just drive the storyline: She may also be teaching you something.

Recognizing the reach of popular television shows, real-life doctors and public health experts are at work

behind the scenes to add a dose of education to entertainment.

"Viewers get a lot of health information from TV shows. That's why we want to work with the writers to make sure it's accurate," said Vicki Beck, who directs a government-funded project that connects TV scriptwriters with medical experts.

Television Week

March 12, 2007

**DRAMAS DELIVER MEDICAL MESSAGE;
Fiction Programming Can Create Awareness of Health Care, Diseases**

Allison J. Waldman

Movie mogul Samuel Goldwyn once said if a [film] director had a message to deliver, he should call Western Union. Things are different on television. Dramas such as "House," "ER," "Grey's Anatomy" and "General Hospital" are successfully incorporating important medical messages into their shows, often raising awareness about health-care issues more effectively than TV news medical reporters, documentary specials or infomercials.

At the National Conference of the Association of Health Care Journalists this week in Los Angeles, there will be a panel on Hollywood and health care to discuss how television entertainment programming has made a difference.

home | FAQ | email sign-up | search | contact us



Home | About Us | Contact Us | Privacy Policy | Terms of Use | Site Map

Senate, House Pass Mental Health Parity Bills

HealthCast

- How to View
- Calendar
- Editorial Policies
- Email Alert Sign-Up
- Search the HealthCast Archives
 - e.g. Prescription Drugs
 - Quick Search
 - Site Search

HealthCast

AHCJ Annual National Conference - Day 2

3/17/2007
Association of Health Care Journalists, Los Angeles, Ca.

[View March 16 Sessions](#)



The Impact of Continued Medicaid Cost Cutting

Full version:

- Video
- Podcast
- Transcript

Speakers for this session:

Andy Miller
Staff Writer
[The Atlanta Journal-Constitution](#)
Session Moderator

Jon Gilwee
Senior Director
Government Healthcare Programs
[University of California, Irvine](#)

Patrick Dowling, M.D.
Chair
[Department of Family Medicine, UCLA](#)

Therese Hughes
Government Relations and Legislative Analyst
[Venice Family Clinic](#)

Awards Luncheon Keynote

Full version:

- Video
- Podcast
- Transcript

Speakers for this session:

Toolbox

- Add to My Saved Links
- Email this Webcast
- RSS Feeds
- Podcast Feeds
- Share

Additional Resources

- [Kaiser Family Foundation: Medicaid/SCHIP](#)
- [StateHealthFacts.org: Medicaid and SCHIP](#)
- [Previous Association of Health Care Journalists Webcasts](#)

Steve Case
Founder
Revolution Health Group

Charles Ornstein
Reporter
Los Angeles Times

Plenary: Stem Cell Policy

Full version:

-  [Video](#)
-  [Podcast](#)
-  [Transcript](#)

Speakers for this session:

Mary Engel
Health Care Writer
Los Angeles Times

Peter Donovan
Developmental Biologist and Interim Co-Director
Stem Cell Research Center, University of California

Zach Hall
President
California Institute for Regenerative Medicine

Susan Bryant, Ph.D.
Vice Chancellor of Research, **University of California**
Member, **Independent Citizens Oversight Commission**

Deborah Ortiz
Former Chair
Health Committee, California

EMAIL ALERTS
Sign up for email alerts and stay informed about upcoming HealthCasts, and the latest health policy issues, news and events.

FAQs

- [How to disable a pop-up blocker](#)
- [How to view a webcast](#)
- [How to listen to a podcast](#)

[More...](#)

CONTACT US
Contact us by email with any comments, problems, suggestions. Call the kaisernetwork.org Help Desk at 202-347-5270.

[About Us](#) [Privacy Policy](#) [Help](#) [Site Map](#)